

**REMARKS**

Claims 1-20 are pending in this application. By this Amendment, claims 1, 2, 15 and 17 are amended. No new matter is added. Reconsideration of the application in view of the above amendments and following remarks is respectfully requested.

Entry of the amendments is proper under 37 CFR §1.116 because the amendments: (a) place the application in condition for allowance (for the reasons discussed herein); (b) do not raise any new issue requiring further search and/or consideration (as the amendments amplify issues previously discussed throughout prosecution); and (c) place the application in better form for appeal, should an appeal be necessary. The amendments are necessary and were not earlier presented because they are made in response to arguments raised in the final rejection. Entry of the amendments is thus respectfully requested.

The Office Action rejects claims 1, 2, 6-9, 11-13 and 15-19 under 35 U.S.C. §102(b) as being anticipated by U.S. Patent Application Publication No. 2001/0032251 to Rhoads et al. (hereinafter "Rhoads"). The Office Action rejects claim 3 under 35 U.S.C. §103(a) as being unpatentable over Rhoads in view of U.S. Patent Application Publication No. 2005/0149765 to Aldstadt et al. (hereinafter "Aldstadt"); rejects claim 4 under 35 U.S.C. §103(a) as being unpatentable over Rhoads in view of Aldstadt and U.S. Patent Application Publication No. 2003/0089766 to Needham; and rejects claims 5, 10, 14 and 20 under 35 U.S.C. §103(a) as being unpatentable over Rhoads in view of Needham. These rejections are respectfully traversed.

The Office Action alleges that Rhoads teaches the combinations of all of the features positively recited in independent claims 1, 15 and 17. However, Rhoads, even in combination with the other applied references cannot reasonably be considered to teach, or to

have suggested, the combinations of all of the features positively recited in claims 1, 15 and 17.

Rhoads teaches, in paragraphs [0020]-[0022] that a user gives a business card or other element, imprinted with an Internet address, to a card recipient during a transaction. The card recipient then can access secondary information on a Web site, related to the information on the business card or the transaction conducted when the business card was exchanged, by using a computer to decode the Internet address information on the business card. The secondary information is typically a Web site customized by the user, as discussed in paragraphs [0033]-[0036]. Rhoads, therefore, teaches that a business card is used to provide secondary information from a single source, in this case, a Web site, to a user, without allowing the user to choose which Internet address or addresses may be imprinted on the business card.

In direct contrast, the subject matter of the pending claims positively recites associating each of the document identifier or identifiers with at least one of a plurality of document repositories, linking the first medium with at least one of the document repositories, and identifying a stored document from among a plurality of stored documents as an identified document if any of the document identifiers correspond to the document repositories linked to the first medium. As discussed in paragraphs [0023]-[0027], each event participant uses a different document repository to upload and store the documents related to the products or services of the business represented by the event participant.

Further, Aldstadt and Needham fail to overcome the deficiencies as discussed above.

For at least the above reasons, any permissible combination of the applied references cannot reasonably be considered to teach, or to have suggested, the combination of all of the features positively recited in pending independent claims 1, 15 and 17. Further, claims 2-14,

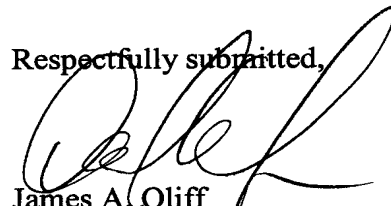
16 and 18-20 are also neither taught nor would they have been suggested by the applied references at least for their dependence on allowable independent claims, as enumerated above, as well as for the separately patentably subject matter that each of these claims recites.

Accordingly, reconsideration and withdrawal of the rejections are respectfully requested.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims 1-20 are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



James A. Oliff  
Registration No. 27,075

Daniel A. Tanner, III  
Registration No. 54,734

JAO:ARK/scg

Date: April 18, 2008

**OLIFF & BERRIDGE, PLC**  
**P.O. Box 320850**  
**Alexandria, Virginia 22320-4850**  
**Telephone: (703) 836-6400**

<p><b>DEPOSIT ACCOUNT USE AUTHORIZATION</b> Please grant any extension necessary for entry; Charge any fee due to our Deposit Account No. 24-0037</p>
---